

REPORT OF THE PRESS OF BRITISH COLUMBIA
REGARDING DOUKHOBOR AND "SONS OF FREEDOM" NEWS -
1956-1958 Period

by
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Introduction

The Report evolved as a direct response to an editorial in the Vancouver Sun. Koozma J. Tarasoff as editor-publisher of The Inquirer presented the following cover letter to the editorial office of the Vancouver paper:

I, the undersigned, having been editor of The Inquirer (a Doukhobor monthly in the English language published in Saskatoon, Sask.) for over four years, and am currently writing a history of the Doukhobor contribution to British Columbia on the occasion of the Centennial, have been challenged by the editor of the Vancouver Sun "to make a balanced survey of B.C. editorial comment and news handling" of Doukhobor news.

Therefore, having studied clippings from 34 daily and weekly newspapers in B.C -- in particular 801 separate news items and editorials with a measured column inch total of over 10,200 inches -- for a circulation total of over 500,000, I humbly submit the following report.

(Signed) K.J. Tarasoff,
c/o Wm. N. Papove,
5174 Halifax St.,
North Burnaby, B.C.

August 30, 1958.

The report then is a content analysis of select British Columbia newspapers concerning Doukhobor and "Sons of Freedom" news. The Doukhobors is a Russian-ethnic derived group which has been known by various names such as a "sect", "an ethnic group", "a religious group", "a peculiar people", as well as "a social movement".

In 1951 the Dominion Bureau of Statistics reported that there were 13,175 Doukhobors in Canada. However, the author contends that because of definitional problems the total number of people of Doukhobor background in Canada is probably closer to 20,000.

PART ONE

THE ORIGIN AND SCOPE OF THE INQUIRY

The inquiry was officially touched off when an editorial in the Vancouver Sun, June 9, 1958, challenged me to make a balanced survey of B.C. editorial and news handling of Doukhobor news. The Sun was disturbed when on June 6th, in an address at the Vancouver Civic Unity's eighth "Nations of the City" meeting, I charged that "sensational" headlines and careless handling of news has been the cause of discrimination to minority groups like the Doukhobors.

Long before this official challenge, however, I was concerned with the way minority opinion and news coverage is handled by the mass medium of the press, radio and television. Having been brought up in one of Canada's minority groups -- the Doukhobors -- and having had the opportunity of editing a publication for such a group, I became sensitive to the abuse of the press whenever derogatory words like "Jap," "Nigger," "Chinaman" and "Douk" were used, when innuendo and trial by the press improperly biased the story, and when news and opinion of minority groups were carelessly handled.

While this report is a study of Doukhobor and "Sons of Freedom" news-handling, its findings may apply to other minority groups. For I am concerned not with just the Doukhobors alone. The object of furthering the free expression of opinion through the press is also my concern along with the importance of accuracy in the presentation of news regardless of the fact that the source of such news is in the "Deep South" of U.S.A., the strife-torn Middle East area, the hunger-ridden regions of China or the so-called "fanaticism of the Kootenays".

Guided by these bearings, I concentrated my investigations on the question which appeared central before me. Namely how this freedom and accuracy may be best promoted while still maintaining a respect for minority opinion.

PART TWO

THE FIELD OF INQUIRY

The term "press," as used here, lumps together daily and weekly newspapers in all their assorted variations. This involves some oversimplification. But the press provides the basis for building public opinion -- regardless whether it is a weekly paper serving a small community like Grand Forks, whether it is a large Vancouver daily spreading its influence throughout Western Canada, or whether it is a nationally circulated magazine like Maclean's bought by a cross section of the general public. Thus it is fair to lump them all together for some generalizing, keeping in mind that one must not push this simplification too far.

The 801 clippings, totalling over 10,200 column inches used in this study, came from 34 different weekly and daily newspapers in British Columbia. This collection represents practically all the newspapers in the Province which have reported on the Doukhobors and the "Sons of Freedom," as gathered by the Western Clipping Bureau (207 W. Hastings, Vancouver 3, B.C.) during the past four years.

The Report in Great Britain; the Royal Commission on the Press, 1947 - 1949, provided a practical approach and guidance in the study. Likewise a familiarity of several books on Journalism, like the Canadian Press Style Book, proved invaluable in an appreciation of the press.

The newspaper with the smallest circulation studied here is 762, while that of the largest is 205,167. The sum total circulation reaches over 500,000 subscribers, and includes 14 of the 15 dailies in B.C.

(See the list of newspapers in the Appendix. Compiled from N.W. Ayer Directory of Newspapers and Periodicals, 1958.

N.W. Ayer & Son, Inc., West Washington Square, Philadelphia, Penna., U.S.A.)

PART THREE
THE STANDARD APPLIED

Motives are seldom single in the publication of a newspaper, be it a large press or a small one. Time, space and cost are undoubtedly some of the main governing factors in the formation of a policy of the press.

Let's be realistic about it, the newspaper has become a business and as such requires money -- often lots of it -- to sustain successful operations. As a result the newspaper has to attract customers, not only subscribers or the reading public, but what is also necessary with the commercial press is to attract money-paying advertisers. That is, the paper must sell its product in a competitive system.

At the same time, it is also true that most newspaper undertakings conceive themselves to be rendering a service to the public, and thus attempt to build higher standards within the profession.

Regardless of the mercenary motives involved, at least two journalistic requirements are recognized by the responsible press.

"Accuracy is fundamental"* points out the Canadian Press in its standard guide for writers and filing editors. Likewise the code of ethics established by the American Society of Newspaper Editors, and known as the "Cannons of Journalism" emphasizes sincerity, truthfulness and accuracy.

"Good faith with the reader is the foundation of all journalism worthy of the name.

"By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

"Headlines should be fully warranted by the contents of the articles which they surmount."**

* CP Style Book. A Guide for Writers and Filing Editors, 1957. Toronto, Canada.

** Casper S. Yost, The Principles of Journalism. D. Appleton & Co., New York, 1924.

In brief then, good journalism requires that it record and discuss public affairs truthfully. It may express whatever opinion it pleases, but opinions must be advocated without suppressing or distorting the relevant facts.

From this follows a complementary requirement of the press. Namely that the number and variety of newspapers should be such that the press as a whole gives an opportunity for all important points of view to be effectively presented in terms of the varying standards of tastes, political opinion and education.

The press, then, is first and foremost, an instrument of information. The importance of this function requires little elaboration, other than saying that a democratic form of society requires its people to be active and intelligent participants in the affairs of the country. It assumes that these individuals are sufficiently well informed about the happenings of the local and wider community. This responsibility in large measure, therefore, rests upon the press. The full significance of it is gradually being revealed as we become more cosmopolitan minded in a world of many differences.

PART FOUR

THE PERFORMANCE OF THE PRESS

At the outset it must be stated that nothing here is intended to criticize opinions of any newspaper or to question its right to express itself. Rather I am concentrating on the two main requirements as outlined in Part Three, and which are directly pertinent to this report -- accuracy and opportunity for diverse expression -- in order to see how B.C. newspapers stand up to these tests.

Criticism of news reporting regarding Doukhobors and "Sons of Freedom" commonly take at least one of these forms:

1. Inaccuracy in reporting, including careless use of the referent (i.e. the object, person, group or idea of which one speaks).
2. "Trial" by newspaper of suspected and accused persons by way of innuendo or otherwise.
3. Lack of objectivity and news distortion, including the abuse of glaring "sensational" headlines.
4. Use of the derogatory word "Douk" both in headlines as well as in the story.
5. Failure of the press to give space to those who disagree -- in public letters column or by some other suitable devices.

Here then is a detailed study of clippings from the major B.C. newspapers reporting on such minority groups as the Doukhobors. The approach used here begins with a statistical list of findings, then an example or two of good and poor journalistic practice, and finally a synopsis on the performance of the individual newspaper. Later, in Part Five, one sees conclusions on the performance of the press of British Columbia.

Castlegar News

Circulation: 990
Number studied: 24 items
Use of "Douk" in heading: 0
Careless use of referent: 1 (in a column)
Trial by innuendo (indirect hint or reference against some person or group): 0

Synopsis: Good reporting, including care in use of referent. Avoids innuendo as well as the word "Douk".

Columbian

Circulation: 14,350
Number studied: 11 items
Use of "Douk" in heading: 10
(incl. 3 editorials)
Careless use of referent: 10
(incl. 4 editorials)
Trial by innuendo: 2
(1 editorial and 1 letter)

Example of good journalistic practice:

CPR TRACK BLASTED; 3 col. head, news, June 7/58. Regarding blasting near Princeton, no mention of Doukhobors and "Sons of Freedom" nor any innuendo to anyone else.

Example of poor journalistic practice:

1. LATEST DOUKHOBOR 'ULTIMATUM' SEEKS BRIBE TO LEAVE CANADA; 3 col. head, ed., Aug 8/58. Inconsistent in use of referent -- use of "douk" five times, "Sons" three times, "Sons of Freedom Doukhobors" one time and use of "Doukhobor" in heading in reference to the "Sons of Freedom."

2. WEEPING DOUKS TAKE BENNET FROM DINNER; 2 col. head, news, April 14/56. Inaccurate referent in head as well as use of derogatory term. No mention of "Sons of Freedom" as the referent in the whole item.

3. THE DOUKS AND THE STATE; 3 col. head, ed., June 11/58. Trial by innuendo: "B.C.'s recalcitrant Doukhobors" charged with "instigating burnings and bombings." Derogatory term used. Referent not clear.

Synopsis: Inconsistent in use of referent, both in news items as well as in editorials. Tends to lump the Doukhobors and "Sons of Freedom" into one group. Uses derogatory term "Douk" generously, especially in the heading.

Grand Forks Gazette

Circulation: 1,345
Number studied: 32 items
Use of "Douk" in heading: 0
Careless use of referent: 1
(advertisement by "Sons")
Trial by innuendo: 1 (ed.)

Examples of good journalistic practice:

1. "SONS" EMIGRATION TO RUSSIA IS GREETED WITH SKEPTICISM AND HOPE; 2 col. head, news, May 9/57. Careful use of referent and accurate heading.

2. \$100,000 PRICE TAG ON FREEDOMITE CHILDREN; 1 col. head, news, March 15/56. Correct referent in heading -- significant since item includes quote from Attorney-General's estimate which has inaccurate referent.

Example of poor journalistic practice:

1. THE 'SONS' LOOK 'HOMEWARD'; 2 col. head, ed., May 9/57. Innuendo shown when "Sons of Freedom" are charged "with bombings and burnings they have practiced for years."

Synopsis: Consistent in careful use of referent. Care in headline accuracy and fairness. Avoids use of "Douk" -- even speaks out editorially against this practice. Except for one innuendo, exceptionally consistent in not prejudging people.

Kelowna Courier

Circulation: 4,608
Number studied: 7
Use of "Douk" in heading: 2 (led.)
Careless use of referent: 4 (2ed.)
Trial by innuendo: 4 (led.)
No example of good journalistic practice found in this sample.

Examples of poor journalistic practice:

1. MAJORITY WOULD WELCOME MASS MOVE OF DOUKHOBORS; 3 col. head, ed., Jan 28/58. Inaccurate and careless in use of referent: "British Columbians heard with an uplift of hope that Russia had offered the province's 25,000 Sons of Freedom

Doukhobors choice of 'three or four sites' for re-establishment in Russia." Innuendo shown: "Everyone is fed up with their ravings, rantings and acts of violence."

2. TIME FOR STRONG ACTION AGAINST DOUK TERRORISTS; 3 col. head, ed., July 2/58. Use of "Douk" in heading, with innuendo implied. Further use of innuendo in item: "It is rather odd commentary on these people that they refused to bear arms but adopt bombing outrages which endanger lives as one of their main protest activities." Very careless in use of referent.

3. CROWN WILL SEEK FURTHER REMAND IN BOMB CHARGES AGAINST 5 DOUKS; 3 col. head, news, July 17/58. Inaccurate heading with innuendo. Use of "Douk."

Synopsis: The impression is not too favorable from the small number of items studied here -- use of "Douk", careless in use of referent, and trial by innuendo give one this impression.

Nanaimo Free Press

Circulation: 6,738
Number studied: 17
Use of "Douk" in heading: 1
Careless use of referent: 14
(4 ed. and 1 letter)
Trial by innuendo: 3 (ed. 1)

Example of good journalistic practice:

1. HILLIERS MAN IN DELEGATION; 1 col.
head, news, Jan. 3/58. Accurate and consistent use of referent.

Examples of poor journalistic practice:

1. SONS OF FREEDOM DOUKHOBORS JUST BLUFFING; 2 col., ed., April 18/58. Inconsistency from paragraph to paragraph in use of referent:
Paragraph 1 -- "...Sons of Freedom Doukhobors...British Columbians are hopeful that the Doukhobor trouble-makers would soon be on their way Russia-ward."
Paragraph 2 -- "...The Sons of Freedom now want the province to finance them...."

Paragraph 3 -- "Attorney-General Robert Bonner....has ruled that the Doukhobor request...."

Paragraph 4 -- "Someone has asked why we Canadians should underwrite a world tour for troublesome Doukhobors."

Paragraph 5 -- "If the Sons of Freedom are sincere...."

2. SONS OF FREEDOM DOUKHOBORS OFF TO RUSSIA, WE HOPE--BON VOYAGE AND GOOD RIDDANCE; 3 col. head, ed., May 9/57. Careless in use of referent. Innuendo implied by these statements: "Ever since the Doukhobors settled in British Columbia, in the early 1900s, the fanatics or Sons of Freedom, have been a thorn in the side of the people of the Kootenays and the government of the province....They have blown railway switches and bridges...."

3. KOOTENAYS IN ARMS OVER LATEST DOUKHOBOR OUTRAGE; 2 col. head, news, May 28/58. Innuendo present in heading and in the item itself with the use of such words as "Doukhobor culprits," "Doukhobor terrorism," and "Doukhobor menace." Careless in use of referent.

Synopsis: Very careless in use of referent -- tends to be inconsistent, even in the same item. Some use of innuendo.

Nelson Daily News

Circulation: 8,796
Number studied: 105 items
Use of "Douk" in heading: 0
Careless use of referent: 25
(1 ed. and 4 letters)
Trial by innuendo: 7
(3 ed., 1 picture, and 1 letter)

Examples of good journalistic practice:

1. BOMB RIP CPR TRACKS; 6 col. front page banner headlines, news, December 18/57. Sub head: POLICE ALSO CHECK GAS LINE BREAK, POWER POLE BLAST. "Straight" and careful reporting in this 24 inch column item. No innuendo; no mention of Doukhobors, "Sons of Freedom" or of anyone else. (Compare this to the Vancouver Sun regarding the same incident: DOUK BOMB BLAST PERILS 4 OFFICIALS, 2 col. head, news, Dec. 18/57.)

2. COUNCIL WANTS FEDERAL AID TO SUBDUE
TERRORIST ACTS; 3 col. head, news, March 27/58. No mention
of Doukhobors or "Sons of Freedom" or anyone else in connection
with terrorism in West Kootenay and an increase of the posted
\$5,000 reward to \$25,000. No innuendo.

3. CALM, DECISIVE ACTION IS NOW NEEDED
TO SETTLE WEST KOOTENAY TROUBLES; 2 col. head, ed., May 28/58.
Calm reasoning in editorial, without prejudgement or innuendo
to any one group or individual -- rightly so, because important
judgements as these are the responsibility of the courts.

4. FREEDOMITES WIRE COMPLAINTS OF NEW
DENVER DORMITORY; 3 col. head, news, March 18/58. Correct and
consistent use of referent.

Examples of poor journalistic practice:

1. MY LIFE'S A MESS, DOUKHOBOR LAD WHO
MISSED SCHOOL TELLS SCRIBE; 4 col. head, news, May 19/56.
Inconsistent and inaccurate use of referent in the whole item,
including the headline.

2. FEDERAL ACTION IS NOW NEEDED ON WEST
KOOTENAY OUTRAGES; 2 col. head, ed., May 26/58. Trial by innuendo
is shown by these statements: "According to reliable information,
Sunday's outrages follow the same pattern as the many sabotage
acts committed in the past by the Sons of Freedom -- the peace
loving sect who are not averse to risking human life -- and there
is nothing to support a belief that the Freedomites are not behind
these latest murderous attacks on our community....The bombing
of Nelson's bus depot, itself an outrage of incredulous magnitude....
THESE SABOTEURS HAVE TO BE STOPPED!" Item concludes with
"THESE RENEGADE CRIMINALS MUST BE STOPPED NOW!"

Synopsis: Much news coverage, yet skill
shown in objective reporting. Avoids "Douk" in its reporting.
Some trial by innuendo present in news items and editorials.
Somewhat careless in use of proper referent.

Penticton Herald

Circulation: 3,899
Number studied: 13 items
Use of "Douk" in heading: 5
Careless use of referent: 12
Trial by innuendo: 2

Example of good journalistic practice:

1. THE SOONER THEY GO, THE BETTER;

3 col. head, ed., Jan 15/58. Consistent in use of referent.

Examples of poor journalistic practice:

1. DOUKHOBORS MAY MOVE TO SIBERIA;

8 col. banner headline, 72-point type, on page one, news,
Feb. 19/58. Inaccurate use of referent in headline.

2. GOV'T HAS NOT BEEN APPROACHED ON AID
FOR DOUKS; 1 col. head, news, Jan 14/58. Inaccurate use of referent in heading; also use of the work "Douk."

Synopsis: Very inconsistent in use of referent -- yet was consistent in one occasion as the first example shows, innuendo occurs fairly frequently.

Pacific Tribune

Circulation: 8,000
Number studied: 30 items
Use of "Douk" in heading: 0
Careless use of referent: 28
(1 ed., 1 letter, and 1 poem)
Trial by innuendo: 0

Example of good journalistic practice:

1. FRAMEUP OF DOUKHOBORS FEARED AS
REWARD UPPED TO \$25,000; 3 col. head, news, June 6/58. Although careless in use of referent throughout the news item, nevertheless the reporter appears to have caught the spirit of the situation when he states: "The most disturbing feature flowing from these terrorist activities is the readiness of the province's daily newspapers, almost without exception and without any vestige of proof, to blame the Sons of Freedom Doukhobor sect for these acts of terrorism. This implied guilt by prejudice has served to fan anti-Doukhobor feeling in the Kootenays to the point where 'citizens committee' and vigilante groups are 'taking the law into their own hands' against the Doukhobors."

Example of poor journalistic practice:

1. DOUKHOBORS REFUTE DAILY PRESS, SAY
4,000 PLAN TO GO TO USSR, 5 col. wide, news, May 2/58. Careless
use of referent.

Synopsis: Careless in use of referent --
practically lumps all Doukhobors and "Sons of Freedom" into one
group. Avoids the use of "Douk" as well as innuendo. Reports
are often comprehensive with a flair for human interest, as
evidenced by special series on the whole situation in the Kootenays.

Trail Daily Times

Circulation: 5,433
Number studied: 37 items
Use of "Douk" in heading: 1
Careless use of referent: 15 (3 ed.)
Trial by innuendo: 6 (1 ed.)

Examples of good journalistic practice:

1. ANDERSON WIRES BENNETT FOR DRASTIC
ACTION AFTER WEEKEND BOMBINGS, 5 column triple decker banner
headline using 72-point type, news, May 26/58. The 36 column
inches of print here is a good example of objective reporting
of powerline blasts in three areas in West Kootenays. No mention
of Doukhobors, "Sons of Freedom" or any other specific group or
person -- or even a suggestion of blame on them.

2. HISTORY OF WEST KOOTENAYS NOT COMPLETE
WITHOUT MENTION OF DOUKHOBORS; 3 col. head, news, April 26/58.
Objective reporting and care in use of referent.

3. GOOD TEAM TO COMBAT TERROR; 2 col.
head, ed., June 11/58. Careful use of referent. Desire to
clarify and avoid innuendo: "....there is still nothing to
show positively that they (terrorism and the "Sons") are connected
and that the Sons are responsible, for instance, for the criminal
bombing of the Nelson bus depot...."

Examples of poor journalistic practice:

1. SECT TO MEET PREMIER; 1 col. head,
news by Times Staff Writer, July 19/57. Inconsistent use of

referent throughout 14-inch item -- use of "Doukhobor" five times, "Reformed Sons of Freedom Doukhobors" one time, "Reformed faction of the Sons of Freedom" one time, and "Sons of Freedom" five times.

2. SONS 'WELCOME' AT SPECIAL PARLEY; 4 col. head, news by Times Staff Writer, April 29/58. Consistent use of referent, but some innuendo present: "Arson, parading in the nude, blasting of railway tracks, bridges, electrical transmission lines, gas pipelines and even the planting of dynamite bombs in theatres, have all been associated with the radical Freedomite sect for many years."

3. FREEDOM FOR THE SONS? 2 col. head, ed., Jan 25/58. Inconsistent use of referent, beginning with the lead paragraph: "Four leaders of Canadian Doukhobors are now in the Soviet Union to make arrangements for the transfer of the Sons of Freedom sect from British Columbia to the USSR."

Synopsis: Appears to be quite inconsistent in the use of referent -- although quite a number of items show exceptionally careful use of referent, especially when the reporter takes the time to do it. Generally avoids the use of "Douk." Some trial by innuendo present.

Victoria Colonist

Circulation: 29,080
Number studied: 53
Use of the word "Douk" in heading: 5
Careless use of referent: 35
(3 ed. and 2 letters)
Trial by innuendo: 6 (3 ed.)

Example of good journalistic practice:

1. IS RELIGIOUS FREEDOM HURT? 5 col. head, news (CP), Dec. 6/57. Consistent use of referent throughout 14-inch item, regarding "Sons of Freedom" children in New Denver.

Examples of poor journalistic practice:

1. "Doukhobors Strike" (upper sub head).
TERROR BLASTS ROCK KOOTENAY; 2 col. head, news (CP), May 27/58.
Innuendo is strikingly shown in this reporting of an explosion that

ripped through the Greyhound bus terminal; also in regard to a number of power poles blasted. "This district, about 250 miles due east of Vancouver, is the home of a large number of Sons of Freedom Doukhobors, who have been blamed for similar incidents in the past....A portion of a natural gas pipeline was blown up in December. About the same time power poles near Trail were blasted....In mid-January a section of CPR track was destroyed. A week before bombs were discovered in three movie theatres in the area and buried beneath giant 200-foot power poles."

2. FREEDOM TO REVOLT; 2 col. head, ed., Feb. 22/58. Innuendo is shown in reference to the "Sons of Freedom" when the editorial states "Arsonists among them have burned schools and dwellings, dynamited railway tracks, attempted to blow up bridges...."

3. 'GIVE ME BACK MY CHILD! WE CAN'T STAND ANY MORE'; "Doukhobor Sobs Echo in City Court" (sub head); 5 col. head, news, July 8/58. Consistently inaccurate use of referent throughout 41-inch item, in reference to a "Sons of Freedom" woman pleading for the return of her child from New Denver.

4. ROUND UP CRACKS DOUK TERRORISM; 4 col. head in double decker 72-point glaring type, news, July 11/58. Headline is inaccurate, derogatory (use of "Douk"), and "sensational" -- doesn't justify that which appears beneath it. The incident deals with five "Sons of Freedom" men who were arrested on charges of "conspiracy to cause explosions in Kelowna" as a result of investigations into recent terrorism in the Okanagan.

Synopsis: Tends to go to extremes -- from consistent to inconsistent in use of referent. Some examples of innuendo in news items and editorials. Some use of the word "Douk" is evidenced.

Victoria Times

Circulation: 23,213
Number studied: 41 items
Use of the word "Douk" in heading: 12
Careless use of referent: 28
(3 ed. and 1 column)
Trial by innuendo: 3

Examples of good journalistic practice:

1. BONNER PROMISES EARLY ACTION ON
LORD'S DOUKHOBOR LAND PLAN; 3 col. head, news, Feb. 21/56.
"Straight", objective reporting.

2. THE UNASSIMILABLE LUMP; 2 col. head,
ed., May 7/57. Reasonably consistent in use of referent --
also calm reasoning noted.

Examples of poor journalistic practice:

1. B.C. WOMAN WELFARE HEAD ASSAULTED BY
DOUKHOBORS; 6 col. banner head (front page), news, June 27/58.
Four column picture -- cut line states: "City police, detectives,
RCMP and Commissionaires rushed to the office of Miss McKay
following the attack. Five Doukhobors, three of them women,
were later charged with common assault." In item itself it later
states that "Several Doukhobor demonstrations in recent years
have been marked by mass disrobing." This 54-inch item shows
complete consistency in use of inaccurate referent from the
heading to that which appears below it.

2. The previous example is followed by
similar inaccurate headlines and reports, in regards to the use
of the referent. DOUKHOBORS SCRATCH, HIT WOMAN WELFARE OFFICER;
4 col. head, news, June 28/58. DOUKS PROVOKED COUNSEL CLAIMS;
3 col. head, news, July 7/58. 3 DOUK WOMEN AWAIT SENTENCE; 2 col.
head, news, July 8/58.

3. DOUK MOVE COST SPLIT EXPECTED; 1 col. head, news, Aug. 12/58. Use of "Douk" in heading. Careless in use of referent in the heading as well as in the rest of the item. Buried further in the 10-inch item is the long-awaited news release of the Union of Doukhobors of Canada Report on the New Denver institution for "Sons of Freedom" children. (Here is an example where legitimate news got no prominence on the pages of the newspaper -- not even a sub heading).

4. 'BURNED OWN AUTO TO DO PENANCE'

Sub head: "Doukhobor Committed for Trial On Charge of Danger, Nuisance"; 2 col. head, news, June 11/58. "A Doukhobor was committed for trial in County Court...after evidence was given at a preliminary hearing he deliberately set fire to his car because he wanted to do 'penance' for doing harm to other people...." Firstly, the referent appears to be incorrect. Secondly, as stated by the Canadian Press* "Crime or other dispatches should not gratuitously refer to the individuals involved as ex-service men or women, or members of any particular religion, race, political party or profession." One should be specific where generalities permit erroneous inferences. Don't say "a Doukhobor" if a specific person is criticized -- it leaves all Doukhobors open to criticism.

Synopsis: Prone to the use of "Douk". Still more prone to make no differentiation between the "Sons of Freedom" and the Doukhobors so that this results in inaccurate referent. In studying the 41 clippings of the Times, it was difficult to find an item free of poor journalistic practice under study here. Tendency to "suppress" legitimate news.

* From the CP STYLE BOOK -- A Guide for Writers and Filing Editors, 1957. Toronto: The Canadian Press, p. 56.

Vancouver Province

Circulation: 131,811
Number of items studied: 195
Use of "Douk" in heading: 31
Careless use of referent: 147
(4 ed. and 8 letters)
Trial by innuendo: 26 (1 ed. and 1 letter)

Examples of good journalistic practice:

1. TERRORISTS FOR ROUNDUP TO SAFEGUARD
MARGARET; 8 column front page head using 72-point type in double
decker fashion, news, June 30/58. This 48-inch item reports
the finding of bombs in two Okanagan hotels and a ferry in the
area where Princess Margaret was expected to visit. No mention
of Doukhobor, "Sons of Freedom", or any other person or group
in connection with these incidents -- hence no innuendo implied.

2. TERRORISTS SET NEW FIRES NEAR BOMB
ATTACK SCENE; 8 column front page head using 72-point type in
double decker fashion, news, August 1/58. As in example one,
no innuendo in this 33-inch item.

3. GOOD RIDDANCE -- BUT FOR THE KIDS;
3 col. head, ed., May 7/57. Consistent use of referent regarding
"Sons of Freedom" plans to emigrate.

Examples of poor journalistic practice:

1. DOUKHOBOR DECLARATION -- "Complete
text of terms sought for return to USSR"; 5 col. head, news based
on "declaration" obtained by Province city editor Bruce Larsen,
August 5/58. This 51-inch item presents a false impression
to the public in the manner it is handled here. An explanatory
paragraph in prominent black face type is inaccurate and fails
to make any differentiation between Doukhobors and "Sons of Freedom."
Heading is misleading and unfair, because specific referent is
the "Sons of Freedom", regarding their proposed migration abroad.
The news handling of this story appears to be direct, intentional
misrepresentation designed to get public opinion against all
the Doukhobors. This makes it a doubly bad practice since the
story is under the byline of the Province City editor -- who
ought to know better.

2. ILL TREATED? -- CHILDREN WERE NEVER SO HAPPY; 3 col. head, news, May 19/56. Columnist-reporter Jean Howarth is very careless in her use of the referent regarding a series of articles written on her visit to New Denver, a government school for "Sons of Freedom" children. In addition, prominent boxed-in sub-head states: "Jean Howarth Visits School For Doukhobors." The same criticism of news handling can be applied to another one of her articles: DOUKHOBOR CHILDREN STRANGE -- SCHOOL'S 'JUST WONDERFUL'; 4 col. head; news, May 22/56, 44 inches.

3. CPR SLASHED KOOTENAY RUNS, BLAMES DANGER FROM BOMBS; 3 col. head, news, Feb. 5/58. Although a direct statement is not made regarding blame of bombing incidents and drastic cuts in rail service, nevertheless its final impression implies blame to Doukhobors and "Sons of Freedom" as these two paragraphs show: "The move, the most drastic made by CPR in many years of trouble in the Doukhobor country, was a climax to four bomb incidents that could have killed scores of people." "RCMP have said they were investigating all possibilities in the incidents, including the possibility that they were engineered by radical Sons of Freedom Doukhobors...."

4. TERRORISTS RENEW BOMBING; 1 col. head, news, June 9/58. Referring to the bombing of a CPR Kettle Valley Line near Princeton the item was alright until the last line: "These and other explosions have often been blamed on Sons of Freedom, Doukhobor extremists."

5. A GENERATION TO SOLVE DOUKHOBOR PROBLEM; 1 col. head, ed., March 16/57. Careless use of referent throughout item. Trial by innuendo implied by these statements: "This is the reason, said Mr. Bonner, that the government insists on education of the children of the Sons of Freedom, the fanatical sect of Doukhobors believed responsible for most of the fires and bombings in the Kootenay area...." The former attempted remedies of "arrest and imprisonment of Doukhobors" was mentioned next. "As soon as the worst fanatics were free again there were nude parades, burnings and dynamiting."

6. SONS OF FURY -- A SHORT HISTORY OF THE DOUKHOBORS; 4 pages in Province B.C. Magazine section, article by David Kahma, October 6/56. It is a well known principle of the Canadian Press to be impartial in the "consideration of all news affecting parties or matters in controversy, with equal representation in the report to the sides at issue."* And Mr. Kahma's article was indeed a controversial one -- "too narrow an interpretation" as some Doukhobor critics termed it. This means that other points of view deserve a hearing. Yet when this was attempted by a prominent Vancouver Doukhobor, the Sun editor refused publication of his letter because it was too "lengthy". Nor was an alternative offered. The result is an unbalanced impression of the Doukhobors by the general public.

7. DOUKHOBORS PLAN UBC PARLEY ON TERRORISM IN SOUTHERN B.C.; 3 col. head, news, June 21/58. The heading, the lead paragraph and two other paragraphs are false. (Witness: Vancouver lawyer Peter S. Faminow and K.J. Tarasoff who visited the Province's editorial room and made a press release about a three-day conference on "peace through non-violence" to be held at the University of British Columbia, June 27-29. No mention was made about "current terrorism" as "one of the key topics" at the conference -- rightly so, for such a topic was not scheduled. Immediately after the publication of the report, one of the editors of the Province was approached regarding its veracity. No satisfactory answer came. It appears, therefore, that this was a deliberate attempt to falsify and confuse the first sincere effort for a Western Canadian conference of pacifists.)

Synopsis: Very careless in use of referent -- tendency to lump Doukhobors and "Sons of Freedom" into one group. The use of the word "Douk" is quite frequent -- approximately once every six times in headings. Innuendo appears once in every 7.5 times in the present sample 195 items. With a publication having the second largest circulation in Western Canada (and Canada's second largest morning newspaper), and thus with considerable influence, the findings speak for themselves.

* CP STYLE BOOK, p. 12

Vancouver Sun

Circulation: 205,167
Number studied: 113 items
Use of "Douk" in heading: 40
Careless use of referent: 69
(5 ed., 2 letters, 1 column)
Trial by innuendo: 16 (2 ed., 1 letter,
1 col.)

Examples of good journalistic practice:

1. BEWARE OF DURESS; 3 col. head, ed.,
April 17/58. Careful use of referent, but some innuendo present.
2. DEMAGOGUES ARISE by Harold Weir; 1 col.
head, col. March 19/58. Consistent and careful use of referent,
regarding the "Sons of Freedom" plans to emigrate.

3. FREEDOMITES' 'OTHER SIDE'; HOSPITABLE,
FRIENDLY PEOPLE; 3 col. head, news story by Sun Staff Reporter Ron
Thornber, August 28/58. A late item added at the completion of this
report shows a well formulated human interest story in perspective,
including a view of the other side of the story. However, with the
avalanche of all the previously poor journalistic practice, this
story is poorly timed and in effect has little weight in terms of
public influence.

Examples of poor journalistic practice:

1. DOUK BOMB BLAST PERILS 4 OFFICIALS; Sub
head: "Fourth Explosion Almost Takes Lives of Police, Railwaymen";
2 col. head, news, Dec. 18/57. Paragraphs one and two: "Four men
escaped injury when a home-made bomb exploded in the Doukhobor
area of the Kootenays Tuesday." "The explosion was one of four which
rocked the area during the day They were blamed on Doukhobor
Sons of Freedom terrorists." Careless and even libelous reporting
practice, including unjustifiable heading. (Compare the reporting
of the same story by The Province -- here objectivity was exercised
with no extravagant claims of blame to some person or group.)

2. LEADER OF SONS RUN 'RACKET'; 5 col.
head, news story by Simma Holt (Sun Staff Reporter), April 15/58.
Careless use of referent throughout item, with inaccurate statements
such as Stefan Sorokin's "picture hangs in hundreds of Doukhobor
shacks throughout the Kootenays."

3. 'SIGN UP OR SHUT UP' OTTAWA TELLS DOUKS (Street Edition); 8 col. double decker (1 1/2" letters) banner headline, news on front page, August 15/58. The Home Edition had practically the same report, except that the same heading was reduced to four columns in width. Use of "Douk" in headline. Careless use of referent.

4. DOUKS MUST OBEY LAW OR LEAVE, SAYS JUDGE (Street Edition); 8 column double decker (1 1/2" letters) banner headline, news on front page, July 28/58. The Home Edition has an identical report, except that the headline was reduced to two columns: DOUKHOBORS TOLD, 'MUST OBEY LAWS'. The referent is incorrect in heading as well as in the news material below it.

5. ARSONIST FIRES HOME OF DOUK 'JOAN OF ARC'; 8 col. double decker (1 1/2" letters) banner headline, news on front page, May 30/58. A 20 year old girl, Peggy Berikoff, who advocated that "her people obey B.C. laws and sent their children to school" lost her home in a fire believed to be of "incendiary origin." Use of "Douk" in headline. Careless use of referent. Last, but not least, reference to a religion should not be included when such a practice reflects improperly on a whole group of people.

6. SONS OF FREEDOM TACTICS RAPPED BY DOUKHOBOR EDITOR; 3 col. head, news, June 7/58, regarding remarks allegedly made by the editor of The Inquirer (K.J. Tarasoff) at the Vancouver Civic Unity's eighth "Nations of the City" meeting. Erroneous report of Mr. Tarasoff's speech, as well as inaccurate spelling of his name. Consequently on June 8th a 292-word letter to the editor of the Sun was sent regarding corrections of the June 7th report. On June 17th a form letter reply was received from Patrick Terry, the Correspondence Editor of the Sun, stating that "space limitations make it impossible to print all letters received...." In the meantime, the Sun published an editorial: VIOLENCE BRINGS THE BAD NAME, 3 col. head, June 9/58. It was

here that a challenge was made to Mr. Tarasoff "to make a balanced survey of B.C. editorial comment and news handling since, say, 1950. And then to see if he can produce a case against newspapers of failing to protect the good name of innocent Doukhobors as far as humanly possible." The challenge was accepted on June 9th in a letter to the editor of the Sun. To date, no acknowledgement has been received from the editor of the Sun. (Duplicate copies of this letter were sent to Arni S. Arnason, Executive Director of Civic Unity Association (Van.) and to Tom Haslett, Province reporter.)

Synopsis: The 113 clippings in this study of the largest Western Canadian daily shows that the use of the word "Douk" appeared once every 2.83 times in the headings; careless use of the referent took place once every 1.64 times in the headings; while innuendo was noted every 7.06 times. Not an impressive record by any means. Yet, as examples show, the Sun is capable of good reporting -- consistent, accurate, fair and in perspective. Glaring headlines, especially in the Street Editions seem to show that news of the Doukhobors and "Sons of Freedom" situation is exploited quite generously for the purpose of selling the paper primarily, with important factors of accuracy and fairness taking the subordinate role.

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Some of the newspapers studied in this report disclosed only one to four clippings pertaining to the Doukhobors and "Sons of Freedom". Such a sample is much too small for the judgement of any publication. However, for whatever it's worth, here is a resume of some of these papers.

Alaska Highway News

With only one sample present, the use of the word "Douk" appeared four times in an editorial: AND PACK A LUNCH FOR THEM, TOO; May 9/57.

Haney Gazette

Also with only one sample present, a letter to the editor reveals innuendo when its author speaks of the Doukhobors as "blowing up our railroads and burning down our schools, with the result that we have spent millions needlessly when we could have helped our own people."

Langley Advance

One editorial entitled TOO MUCH BLACKMAIL, March 13/58, states that "the Freedomites have been a 'thorn in the flesh' for many years, and have cost the taxpayers of this province many thousands of dollars in repairing damage which they have willfully perpetrated in blowing up bridges, burning down schools, etc...."

Kamloops Sentinel

Two of the four items present reveal carelessness in use of referent, while one of these items -- an editorial -- manifests some innuendo. FREEDOMITES TO RUSSIA A GOOD MOVE, May 7/57: "Freedomite antics have included nude parades, setting fire to schools and blowing up railway bridges."

Parksville-Qualicum Beach Progress

One sample, an editorial: SEARCH FOR UTOPIA, Jan. 8/58. Careless use of referent.

Prince George Citizen

Innuendo is evidenced in the only sample, an editorial, January 8/58: PLACE NO BARRIERS IN WAY OF SONS OF FREEDOM RETURNING TO RUSSIA, in which is stated: "Their childish disrobing, their dangerous blowing up of railroad tracks and their refusal to let Sons of Freedom children attend Canadian schools have haunted many B.C. Governments over the years." Careful use of referent is noted, however.

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In summary then, what do the findings of this report show for B.C. newspapers over the past four years?

Innuendo or prejudged "trial by newspaper" occurred in 85 items out of a total of 801 -- that is, once every 9.42 times.

The criteria used here is that of the total effect of the item on the reader. Examples of phrases which validate inclusion in this category include:

1. DYNAMITES CUT OFF NIGHT TRAINS. Sub head: CPR Curtails Service Through Doukhobor Kootenay Area: Van. Sun, Feb. 5/58.

2. Referring to an explosion in a bus depot in Nelson -- "This district, about 250 miles due east of Vancouver, is the home of a large number of Sons of Freedom Doukhobors, who have been blamed for similar incidents in the past...." (Vic. Colonist, May 27/58)

3. "...to curb Sons of Freedom Doukhobor terrorism" in reference to the increase of reward money leading to the arrest of guilty people in the Kootenays. (Van. Province, May 27/58)

4. "Four separate time-bombings occurred in the Sons of Freedom Doukhobor district over a 12-hour period Sunday." (Van. Sun, May 26/58)

5. "The terrorists must terrorize no more -- the Sons of Freedom must take their place in a Canadian society with their Canadian neighbors. There is no room for renegades here." (ed. in Nelson Daily News, May 29/58).

6. POLICE QUIZ HUNDREDS LEAD TO DEAD END (4 col head). Sub Head: All Doukhobors Clues Lead To Dead Ends; Kelowna Courier, July 2/58.

7. "The bombings have been blamed on the radical Sons of Freedom Doukhobor sect. At least 150 are known to be working in orchards in Kelowna and Winfield" (Vernon News, July 28/58).

8. "...crimes of dynamitings, arson and nudity are not on the wane" in reference to the "Sons of Freedom" (Vic. Times, Aug. 13/55)

9. ROUND UP CRACKS DOUK TERRORISM, double decker 72-point head. (Vic. Colonist, July 11/58)

10. "Ottawa (CP) - Justice Minister Fulton said Monday there is a 'strong presumption' that weekend bomb incidents in B.C. are related to the Sons of Freedom Doukhobor sect." (Penticton Herald, June 30/58)

Lack of adequate differentiation or care in use of referent -- really a factor in accuracy -- occurred in 420 items, or once in 1.91 times. Here the criteria for inclusion included words like: "Sons of Freedom Doukhobors," "Freedomite Doukhobors," "fanatical Sons of Freedom Doukhobors," or just shifting from the use of "Sons of Freedom" to "Doukhobor" in regard to the same referent.

The use of the derogatory sounding word "Douk" appeared in 121 headlines, including four of these in editorials. This gives a ratio of 1 to 6.62, not including the number of times this word occurred in the body of the items in question. This practice is a deviation from the Canadian Press principles which, presumably, most of the newspapers studied here follow to some extent. See Appendix for CP statement.

SUPPLEMENTARY DATA -- radio -- television -- magazines -- conventions --

This section is included to provide more perspective to the report.

"Those who live in West Kootenay are aware that many articles and stories reaching distant areas become so colored by drama and sensation that they lose similarity with the original incident."

So stated the Nelson Daily News in an editorial, March 27, 1958, in reference to the news reports on Doukhobors and "Sons of Freedom."

The Ottawa Citizen (reprinted in The Province, March 28, 1958) referred editorially to the "Sons of Freedom sect of the Doukhobors of British Columbia" as "blowing up railways and schools in acts of protest, or burning down homes as acts of piety."

From the Toronto Star comes this item (reprinted in Time Magazine, Aug. 12, 1957, p. 11, YOUNG DOUKHOBORS KEPT BEHIND WIRE): "The Doukhobor sect involved is troublesome. As Sons of Freedom they do not believe in sending their children to state schools and some of the extremists among their 3,000 have been responsible for dynamiting bridges and railways, burning down schools, and parading in the nude."

Time Magazine in an item headed EXPLOSIVE PROTEST (Feb. 12, 1958, p. 18) discussed the "Sons of Freedom" negotiations to emigrate abroad. Here no differentiation was made and the word "Douk" was used on its pages.

A writer in Switzerland sent this item from a European newspaper, following the "Sons of Freedom" delegation-of-four visit to the Soviet Union: "The Doukhobors said they practice the primitive communism, changing wives, walking entirely nude...." Nonsense! This is only partly true of a small minority of the "Sons of Freedom," while the large majority of them do not follow such practices.

"They just laughed when I told them that my father has some Doukhobor friends. In fact, most of them couldn't believe that I meant it."

This is what one Vancouver boy stated after recently returning from a summer youth camp in the Okanagan. Most of the 80 boys present -- ranging in age from 7 to 14 -- were convinced without a figment of doubt that the "Doukhobors are a threat to society" and that they are responsible for all the bombings and burnings in the Kootenays of B.C.

This then is just a sample of the effect of inaccurate and unbalanced reports on the public far and near, largely because of the often careless handling of news on the local level. But certain newspapers are only partly to blame, for there are examples of abuse by other mass medium too.

One High School text book in the Province of Alberta, for example, described the Doukhobors as a people who "marched chanting through the prairie snow, stark naked" to meet Christ and that they were "imprisoned in a lonely island in the sea because they would not send their children to school, defying the laws of Canada as stubbornly and dumbly as cattle."

And this erroneous impression of the Doukhobors was taught to grade nine pupils until just two years ago when the Union of Doukhobors of Canada sent in a protest to the authorities. The deputy minister of education replied: "We are informed that when the book is reprinted the paragraphs to which you refer will be deleted. Obviously it will be some time, however, before books now in the schools and already printed will be out of circulation." But what will happen in the meantime?

In the meantime a considerable amount of poor journalistic practice goes unabated.

The other day a local paper announced in a two-column heading that the DOUKHOBOR ISSUE will be AIRED ON CBC over a one-hour long coast-to-coast television broadcast on Sunday. (Van. Sun, Aug. 16, 1958)

Next day I anxiously awaited this "Close-Up" on the Doukhobors, but was somewhat disturbed to find that the newspaper headline was inaccurate -- not precise enough -- and did not correspond to the same title referent as the TV program: A CLOSE-UP ON KRESTOVA.

Has anything been done to improve the situation?

Some attempts have been made, but on the whole they haven't been too effective.

In 1950 the University-bolstered Consultative Committee on Doukhobors (at the Second Meeting held in Nelson, B.C., Dec.15-16) approved a recommendation that the press should take more care in reporting minority groups in general and the Doukhobors in particular -- "To eliminate as far as possible use of the word 'Doukhobor' from their news releases and public statements, and refer rather (1) in the case of individuals, to the person's name only and (2) in the case of groups, to the specific sect to which they belong."

Later in 1955 the author of Slava Bohu, Jim F.C. Wright, was commissioned by the National Film Board to write a script for a 30-minute television production on the Doukhobors for use over the CBC-TV series "Perspective" -- a series designed to "help the CBC in the job of interpreting Canada to Canadians" (CBC Times, Dec. 4-10). The documentary script was written to show "an authentic picture of the great majority of the Doukhobors in their normal lives," as the author put it. It was rejected, however, "because in terms of form and continuity it would not make a good picture." Why? Did the NFB want something "sensational?"

Again in 1955 the CBC "Newsmagazine" presented a 15-minute television program on the "Doukhobors." Adequate differentiation did not take place, thus giving the listening and viewing public an unbalanced and improper impression -- a disrespect for diversity in any one group and religion.

The Union of Doukhobors of Canada as well as the Union of Spiritual Communities of Christ have periodically and persistently appealed to the press and radio for "care to be exercised in news releases and public statements in reference to Doukhobors."

The former central executive of the UDC -- Vancouver civil engineer Wm. N. Papove, and lawyer Peter S. Faminow -- in May 29th,

1958 sent a telegram to the Attorney-General Robert Bonner and Prime Minister John Diefenbaker.

"We are deeply concerned about the reports that are being released from time to time regarding the matter of so called Kootenay terrorists. It appears to us that these reports often lack objectivity and a sense of responsibility. Without further clarification they confuse the public and create ill feelings amongst various groups in this area and in this country as a whole. So long as the individual or individuals responsible for the alleged bombings are not known or adjudged by the legal tribunals of this country no citizen should make irresponsible statements and in particular either directly or by innuendo to imply that destructive acts are being done by some person or persons belonging to a particular religious group. To so prejudice causes grave injustice -- not only to the people that are thereby accused, but to our whole structure of Canadian jurisprudence. Before this unfortunate situation becomes irretrievable we request your good offices to make a judicious public utterance reminding those making these irresponsible reports, that the citizens of this country whoever they may be and of whatever race, colour, creed or religion, are innocent, until proven guilty by the respective courts of this country."

To date no public utterance has been made as requested.

Host editors will agree that they are not infallible, therefore as far as is feasible, they should give newspaper space to those who disagree with them -- in a public letters column or by other suitable devices. Yet in at least two documented cases of a vital controversial nature this was denied by the two largest dailies in western Canada.

PART FIVE

CONCLUSIONS ON THE PERFORMANCE OF THE PRESS

Accuracy and opportunity for diverse expressions are the two main requirements of the press as stated initially in this report. How then do the B.C. newspapers stand up to the test after these investigations of 801 clippings totalling over 10,200 measured column inches of type from 34 newspapers reporting on the Doukhobors and the "Sons of Freedom"?

Comparatively few newspaper studied here show examples of consistency in their news handling and editorial commentary. The majority deviate from good journalistic practice in at least one or more of the following ways: failure to be consistently accurate in the use of the referent; use of headings which convey a stronger meaning than the report beneath them; the use of derogatory terms which improperly reflect on the individual or group trial of individuals and groups by unwarranted innuendo; failure to give voice to those who disagree; and failure to be impartial in the consideration of all news affecting parties or matters in controversy, with equal representation in the report to the sides at issue.

The tendency for certain newspapers to habitually look for the "sensational" and the negative has caused them to ignore legitimate news of constructive and positive nature -- thus producing a picture of our community and the world not in fair perspective.

A pattern of abuse and "normality" seems to be present in the reporting of Doukhobor and "Sons of Freedom" news by some B.C. newspapers. At least that is the way it appears to me. At the peak of the cycle is a volley of abuse by the press -- with its innuendos, carelessness in use of the referent and the disregard for perspective and balance. Then comes the lull or the "normal" period when reporting becomes more objective, only to be again overtaken by the swing of the cycle upwards to the peak of abuse. The whole effect, it appears to me, is to rouse and sustain public opinion against these two groups.

With a few exceptions, then, the picture isn't too favourable. And this is reflected in the rest of the country by what the Nelson Daily News calls the "many articles and stories...so colored by drama and sensation that they lose similarity with the original incident." (March 27/58)

However, I do appreciate the difficulties newspapers face in reporting news as objectively as is humanly possible, especially news dealing with an area of human endeavor which for the past 60 years has seemed to be an indefinable puzzle -- often combined with the obstacles of misunderstanding and irresponsible rumour.

I also appreciate the fact that "journalists will naturally try to make a good story, to find an interesting angle, to devise a headline to catch the reader's attention, to miss nothing that a competitor has found and yet if possible to be different and more original. The art of journalism consists of doing all these things, and up to a point it is valuable that they should be done, because by them readers are encouraged to read important news which otherwise would not interest them. But there are obvious dangers in pushing too far the effort to attract."*

In brief then, I appreciate the fact that reporters and editors are human and are capable of making mistakes just like anyone else. But being human they are also capable of correcting these mistakes when they do arise -- just like anyone else!

PART SIX

RECOMMENDATIONS

A. Accuracy is the first basic principle to observe in the handling of news.

From it stem the major abuses of the press.

Preamble 1. The Canadian Press points out in its "Practices" that there must be full investigation before transmitting any

*From the Report in Great Britain: Royal Commission on The Press, 1947-1949. p. 129.

story or identifying any individual (and may I add, any group) in a story where there is the slightest reason for doubt."* And regarding the so-called "Kootenay terrorism" the findings of this report show that trial by innuendo has caused a grave injustice not only to the people that were thereby accused but to the whole structure of Canadian law.

For example, it is irresponsible to report that blasts or bombings in the Kootenays (or any other region) "resembled the pattern of Sons of Freedom Doukhobor terrorism of past years" or to say that "the explosions have commonly been linked" to fanatical Sons of Freedom, Catholic, United Church or any other religion in connection with such acts.

RECOMMENDATION (a) So long as the individual or individuals responsible for the alleged bombings and dynamitings are not known nor adjudged by the legal tribunal of this country, no citizen should make irresponsible statements either directly or by innuendo to imply that destructive acts are being done by some person or persons belonging to a particular group.

RECOMMENDATION (b) Even if a person's guilt is proven or absolved in a court of law it is still unjustifiable to blame his family for his delinquent acts, or to blame the city or the community where he resides, or even to blame the religion he follows. Such antiquated practice is foreign to our Judaeo-Christian tradition. Modern law recognizes blame for individuals who are proven guilty in a court of law -- and not for trial of whole sections of people at once.

PREAMBLE 2. Recall that the first principle of good reporting is the cultivation of accuracy. Care must be taken to get all the essential elements of a story. If individuals or groups are to be mentioned in the story the names must first be obtained accurately before including other details. Mistaken identity is a dangerous practice and may, in some cases, lead to a libel action.

* CP Style Book, 1957, p. 12.

When uncertainty of a referent and other details does arise after the data is checked carefully there must be a fine awareness of the niceties of good taste if this story is to be reported at all. One should understand, for instance, that differences do exist within any one group in society -- and the Doukhobors and "Sons of Freedom" certainly have their share of them -- and that these differences must be respected in all fairness to the people concerned.

Disrobing in public, for example, is a common protest action by some "Sons of Freedom" but not by all of them. As for the Doukhobors they do not indulge in this practice.

Furthermore, it is alledged that individuals within the "Sons of Freedom" group have burned their own homes. However, the great majority of this group of 3,000 do not do these things. Why then blame the whole group for the acts of one or a few of its members? (Recall that the practice of blaming a whole group of people for the acts of one of its members is outdated.)

"Blanket type" of labels should be avoided as far as possible in any story where the referent is obvious from the context, when it is not relevant, or when it may improperly reflect on any group. It is inaccurate, for example, to use the words "Doukhobor" and "Sons of Freedom" interchangeably.

Doukhobor is a religion and refers to an individual or individuals who believe in a particular form of religion, one of the tenets being the principle of brotherhood and non-violence in human affairs. So that it is a well known fact among the Doukhobors that the moment one participates in a violent act towards his fellow men he automatically ceases to be a Doukhobor. Resolving conflicts non-violently, therefore, is one of the main criterion to whether one fulfils the religious tenets and thus earns the honour of being called a Doukhobor by faith.

RECOMMENDATION (a) Utmost care should be exercised in being consistently accurate in the use of the referent. Moreover, refer to the person by name only if it is a case of the individual; in the case of groups, refer to the specific sect or section to which they belong (and then only if such use doesn't reflect prejudicially on the whole group). When in doubt bring the matter to the level of the individual referent.

PREAMBLE 3. Derogatory words which are prejudicial and imply inferiority or "second class" citizenship serve no constructive service in society. As the Canadian Press puts it, "Use of loose language and acceptance of gossip are faults that offend good taste or indicate actual bias."*

RECOMMENDATION (a) Prejudicial words like "Douk," "Chink," and "Nigger," should be avoided in news releases and public statements. (Recall the use of the word "Douk" occurred in 121 headings out of 801 clippings studied -- that is 15% of the total sample, not including the numerous times that this word was used in body of news items and editorials. All this occurred despite the many periodic appeals against its use.)

PREAMBLE 4. "A good headline should advertise and summarize its story and beautify the page on which it appears."** The front page, especially, has a special attractive appeal since more people see it. And because of this the headline sets the tone for the story even for persons who read through to the end.

The tone of the story and its headline is consequently important in good journalistic practice. As its terseness strikes the eye and the mind in heavy print the impression it makes remains, particularly if the reader reads the headline and no more.

* CP Style Book, p.33

** George Fox Mott (ed.), New Survey of Journalism (Barnes & Noble, Inc., 1953), p. 225.

(Recall again that the word "Douk" was used in 15% of all the headings in this sample -- and in most of these cases the referent was inaccurate and not infrequently prejudiced by innuendo.)

RECOMMENDATION (a) Care should be taken to make the headings of news story or editorial as accurate as is reasonably possible so that it conveys the tone of the report beneath it.

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B. Opportunity for diverse expression, along with fairness and balance in its presentation is another basic requirement of the press.

PREAMBLE 5. On matters of controversy it is a recognized journalistic practice to permit both sides of the issue involved to be presented in perspective. This is especially true concerning an issue of a vital nature and affecting a number of people.

The building of a healthy social system requires that this be done in order that its citizens may have the opportunity to think intelligently on such matters and thereby be able to act in a correspondingly constructive and creative way.

A certain amount of non-conformity is healthy and should be encouraged in order to permit the full expression of its members with all their different approaches to life. For no one really knows all the answers to the complexities that make up a social system or what constitutes a good life. Controversy therefore, is part of our nature and thus part of our learning and adaptive process in society. Denying an outlet for diversity and controversy is not conducive to the full expression and normal development of civilization and its peoples.

- RECOMMENDATION (a) Editors of newspapers should give adequate voice to those who disagree with them -- in a public letters column or by other suitable devices, provided of course that the statements are in good taste and are endorsed with the signature and address.
- RECOMMENDATION (b) It is further recommended that news reports reflect the community and the world today, including a balanced presentation of its many aspects rather than just its negative parts.

Appendix A

CIRCULATION OF B.C. NEWSPAPERS STUDIED IN THIS REPORT
(Compiled from N.W. Ayer & Son's Directory of Newspapers
& Periodicals, 1958)

	Circulation	Daily or Weekly
1. British Columbian	14,350	D (Evg.ex. Sun.)
2. Alaska Highway News		
3. Castlegar News	990	W.
4. Coast News, Gibsons	1,595	W.
5. Courtenay-Comos Argus (Courtenay)	1,666	W.
6. Cowichan Leader, Duncan	4,231	W.
7. Cranbrook Courier	2,339	W.
8. Dawson Creek Star	2,720	W.
9. Grand Forks Gazette	1,345	W.
10. Haney Gazette	3,242	W.
11. Kamloops Sentinel	6,694	D. (Evg.ex. Sat. & Sun.)
12. Kelowna Courier	4,608	D. (Evg.ex. Sun.)
13. Kerrisdale Courier		W.
14. Langley Advance	3,422	W.
15. Merritt Herald	762	W.
16. Nanaimo Free Press	6,738	D. (Evg. ex. Sun.)
17. Nelson Daily News	8,796	D. (Morn. ex. Sun.)
18. News Herald (now defunct)	33,413	D.
19. Pacific Tribune, Van.	8,000	W.
	(From the Canadian Advertiser, 1958)	
20. Parksville-Qualicum Beach Progress	1,072	W.
21. PeaceRiver Block News		W.
22. Penticton Herald	3,899	D. (Evg. ex. Sun.)
23. Prince George Citizen	5,389	D. (Evg.ex. Sat. & Sun.)
24. Province, Van.	131,811	D. (Morn. ex. Sun.)
25. Rossland Miner	1,089	W.
26. Rupert Daily News	3,148	D. (Evg.ex. Sun.)
27. Salmon Arm Observer	2,203	W.
28. Sun, Van.	205,167	D. (Evg. ex. Sun.)
29. Trail Daily Times	5,433	D. (Evg. & Sun.)
30. Vernon News	4,305	Semi weekly, Mon. & Thurs.
31. Victoria Colonist	29,080	D. (Morn. ex. Mon)
32. Victoria Times	23,213	D. (Evg. ex. Sun.)
33. West Coast Advocate, Port Alberni	2,900	W.
34. Comox-District Free Press	3,039	W.
Total circulation	526,659	

B.C. NEWSPAPERS AND PERIODICAL STATISTICS

Newspapers	Period of issue	Number	
	Daily- - - - -	15	
	Evening dailies - - - - -	(10)	Total number of towns having publications..65
	Morning " - - - - -	(5)	
	Daily, Foreign - - - - -	(1)	
	Daily, with Sunday edition -	(1)	Population of B.C. is 1,398,464
	Semi-weekly - - - - -	2	(Canada Census, 1956)
	Weekly - - - - -	68	Latest estimate for June, 1958 is 1,544,000.
	Free or partly free circ.wkls-	(4)	
	Shoppers - - - - -	(1)	
Total newspapers - -			85
Total Periodicals - -			51
Total No. of publi- cations - - -			136

Appendix B

CANADIAN PRESS POLICY REGARDING THE USE OF DEROGATORY
TERMS

Reply to a letter of inquiry from Charles Bruce, General Superintendent, The Canadian Press, 55 University Avenue, Toronto, Canada. August 29, 1958.

"I think practice in regard to use of such terms as "Douk", "Jap", and "Chinaman" is covered at least by implication, in the section on "Race and Nationality" on p.42.

"In any event such terms would not be used in our report except in the rare event that they were used by someone being quoted directly, under circumstances in which this would be pertinent to the story."

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From the Canadian Press Style Book, A Guide for Writers and Filing Editors. Toronto: The Canadian Press, 1957. p. 42.

Race or Nationality

"References to race or nationality of individuals are pertinent in reports of racial or international controversy, immigration difficulties, language discussions, and so on. But they are not included in any story in which they are obvious from the context, are not relevant, or may improperly reflect on race or nation."

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From the CP Style Book, p. 2

"The Canadian Press, 40 years in 1957, is a \$2,500,000-a-year enterprise that sells nothing, makes no profits, declares no dividends.

"It is the co-operative news-gathering and distributing association of Canadian daily newspapers. Through CP the papers receive what can fairly be termed the finest news service in the world. Newspapers of no other country carry an international news report so broad, so complete, so closely tuned to their needs.

"Some of the news CP gathers itself, some comes from the outside by exchange arrangements, but most of it is drawn directly from the 98 newspapers (all but four of Canada's dailies) receiving wire news service in its membership."

CBC POLICY REGARDING THE USE OF DEROGATORY TERMS

The Canadian Broadcasting Corporation in 1957 has forbidden the use of words which are considered to be "derogatory to color, nationality or religion." Among those words forbidden are: "Yank," "kike," "coon," "dago," "wop," "square-head," "limey," "Jap," "mich," and "Chink."

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NEWSPAPERS HOLD TOP NEWS POSITION

(The relative importance of newspapers in the role of an information medium for the public)

"NEW YORK (CP) -- Newspapers continue to be the main channel for the United States despite the popularity of television and radio.

"But television is a handsdown winner where entertainment is concerned, says a survey conducted by the National Association of Science Writers and New York University under a grant from the Rockefeller Foundation.

"The survey reaching 1,919 adult Americans and considered one of the most comprehensive of its kind, estimated that 91 per cent of the public reads newspapers, 77 per cent reads daily papers. Twenty-seven per cent reads at least two papers daily.

"In contrast to the one in 11 who reads no newspaper regularly, one person out of eight in the sample of 1,919 does not regularly watch television, one in five doesn't read a magazine.

"Asked from which of these sources they get most of their general news, 57 per cent replied newspapers, 22 per cent television, 16 per cent radio and four per cent magazines.

"Regarding entertainment, three out of four respondents -- 74 per cent -- named television, with radio second at 14 per cent, magazines next at six per cent and newspapers trailing with five per cent."

(Reprinted from the Vancouver Sun, Sept. 4, 1958)

COMPARATIVE ANALYSIS OF BRITISH COLUMBIA NEWSPAPERS
re: DOUKHOBOR AND "SONS OF FREEDOM" NEWS
(Based on study of 801 clippings from B.C. newspapers,
during 1954 - 1958 period)

Trial By Innuendo

Out of 801 items, 85 showed cases of innuendo: 10.61%
Individual newspapers in order of good to poor performance:

1.	Castlegar News	(none in 24 items)-----	0.00%
2.	Pacific Tribune	(none in 30 items)-----	0.00
3.	Grand Forks Gazette	(one in 32 items)-----	3.13
4.	Nelson Daily News	(7 in 105 items)-----	6.67
5.	Victoria Times	(3 in 41 items)-----	7.32
6.	Victoria Colonist	(6 in 53 items)-----	11.32
7.	Vancouver Province	(26 in 195 items)-----	13.33
8.	Vancouver Sun	(16 in 113 items)-----	14.16
9.	Penticton Herald	(2 in 13 items)-----	15.38
10.	Trail Daily Times	(6 in 37 items)-----	16.49
11.	Nanaimo Free Press	(3 in 17 items)-----	17.65
12.	Columbian	(2 in 11 items)-----	18.18
13.	Kelowna Courier	(4 in 7 items)-----	57.14

Use of "Douk" in Heading

Out of 801 items, 121 revealed examples of the use of this
derogatory word in the heading: 15.11%

Individual newspapers in order of good to poor performance:

1.	Castlegar News	(none in 24 items)-----	0.00%
2.	Grand Forks Gazette	(none in 32 items)-----	0.00
3.	Nelson Daily News	(none in 105 items)-----	0.00
4.	Pacific Tribune	(none in 30 items)-----	0.00
5.	Trail Daily Times	(1 in 37 items)-----	2.70
6.	Nanaimo Free Press	(1 in 17 items)-----	5.88
7.	Victoria Colonist	(5 in 53 items)-----	9.43
8.	Vancouver Province	(31 in 195 items)-----	15.89
9.	Kelowna Courier	(2 in 7 items)-----	28.57
10.	Victoria Times	(12 in 41 items)-----	29.27
11.	Vancouver Sun	(40 in 113 items)-----	35.40
12.	Penticton Herald	(5 in 13 items)-----	38.46
13.	Columbian	(10 in 11 items)-----	90.91

Careless Use of Referent

Out of 801 items, 420 revealed examples of careless use of the
referent (i.e. the object, person, group or idea of which one
speaks): 52.43%

Individual newspapers in order of good to poor performance:

1.	Grand Forks Gazette	(1 in 32 items --- an advertisement by the "Sons")-----	3.13%
2.	Castlegar News	(1 in 24 items)-----	4.17
3.	Nelson Daily News	(25 in 105 items)-----	23.81
4.	Trail Daily Times	(15 in 37 items)-----	40.54
5.	Kelowna Courier	(4 in 7 items)-----	57.14
6.	Vancouver Sun	(69 in 113 items)-----	61.06
7.	Victoria Colonist	(35 in 54 items)-----	66.04
8.	Victoria Times	(28 in 41 items)-----	68.29
9.	Vancouver Province	(147 in 195 items)-----	75.38
10.	Nanaimo Free Press	(14 in 17 items)-----	82.35
11.	Columbian	(10 in 11 items)-----	90.91
12.	Penticton Herald	(12 in 13 items)-----	92.31
13.	Pacific Tribune	(28 in 30 items)-----	93.33

NOTE: Although clippings from 34 B.C. newspapers were used in this study, only 13 of these
newspapers appear in this "Comparative Analysis," because the other newspapers did not reveal
sufficient clippings on the Doukhobors and "Sons of Freedom" to justify analysis.

Appendix D

DOUKHOBORS AND "SONS OF FREEDOM" DISCRIMINATED BY
PRESS TWO MONTH STUDY REVEALS

(K.J. Tarasoff, Editor of The Inquirer issued the following press release to the mass media in Canada October 2, 1958):

Wide press inaccuracy in the handling of news along with the denial of opportunity for diverse expression has resulted in greater prejudice and discrimination against two of Canada's minority groups -- the Doukhobors and the "Sons of Freedom."

This is one of the major findings of a Report prepared by magazine editor, K.J. Tarasoff, after a two-month study of over 800 clippings totalling more than 10,200 measured column inches from 34 newspapers in British Columbia. The period covers 1954 to 1958.

The study arose as a result of a challenge to Mr. Tarasoff by a Vancouver Sun editorial of June 9th "to make a balanced survey of British Columbia editorial and news handling...and then to see if he can produce a case against newspapers of failing to protect the good name of innocent Doukhobors as far as humanly possible." Mr. Tarasoff had previously charged in a public meeting that "sensational" headlines and careless handling of news has been the cause of discrimination to minority groups like the Doukhobors.

Referring to the so-called "Kootenay terrorism" the study states that "it is irresponsible to report that blasts or bombings in the Kootenays (or any other region) 'resembled the pattern of Sons of Freedom Doukhobor terrorism of past years' or to say that 'the explosions have been linked' to fanatical Sons of Freedom....or Catholic, United Church or any other religious group in connection with such acts."

The survey recommends that (a) So long as the individual or individuals responsible for the alleged bombings and dynamitings

are not known nor adjudged by the legal tribunal of this country, no citizen should make irresponsible statements either directly or by innuendo to imply that destructive acts are being done by some person or persons belonging to a particular religious group. (b) Even if a person's guilt is proven or absolved in a court of law it is still unjustifiable to blame his family for his delinquent acts, or to blame the city or the community where he resides, or even to blame the religion he follows. Such antiquated practice is foreign to our Judao-Christian tradition. Modern law recognizes blame for individuals who are proven guilty in a court of law -- and not for trial of whole sections of people at once."

The Report also points out that is "inaccurate to use the words 'Doukhobor' and 'Sons of Freedom' interchangeably, because mistaken identity results.

"Refer to the person by name only," suggests the Report, "if it is in reference to the individual." In the case of groups, it suggests careful reference to the "specific sect or section to which they belong (and then if such use doesn't reflect prejudicially on the whole group)." ("When in doubt," emphasizes the Report, "bring the matter to the level of the individual referent.")

Statistics show that 15% of all the news and editorial headings studied include the word "Douk." The Report urges that "Douk" be placed in the same category of prejudicial terms such as "Chink" and "Nigger" which are no longer used in press releases and public statements. It also asks "care should be taken to make the heading of news story or editorial as accurate as is reasonably possible so that it conveys the tone of the report beneath it."

The Report finds that in at least "two documented cases" opportunity for diverse expression in "cases of vital controversial nature," has been denied by "the two largest dailies in Western Canada."

It is urged that "(a) editors of newspapers should give more adequate voice to those who disagree with them -- in a public letters column or by other suitable devices, provided of course that the statements are in good taste and are endorsed with the signature and address; (b) that news reports reflect the community and the world today, including a balanced presentation of its many aspects rather than just its negative parts."

Mr. Tarasoff says that he appreciates the fact that reporters and editors are capable of making mistakes just as anyone else. "But being human," he continues, "they are also capable of correcting these mistakes when they do arise -- just like anyone else."